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**STORE GRAND OPENING**

**BRINGING CHIC TO CHARLOTTE**

*Fashion Fiend opens November 17<sup>th</sup>, bringing the latest in stylish women's shoes and fashion accessories to Charlotte trendsetters, just in time to revamp their winter wardrobes.*

CHARLOTTE (November 13, 2007) – Fashion Fiend ([www.fashionfiend.net](http://www.fashionfiend.net)) opens its doors to Charlotte area fashionistas on November 17, 2007. The 750 square foot boutique located in Concord, near Concord Mills Mall, offers area shoppers a taste of New York's fashion scene, with trendsetting styles and popular designer brands. Featuring an inspired collection, and offering an extensive selection of shoes, handbags and other accessories, Fashion Fiend is bringing chic to Charlotte like never before.

Launched by former New York fashion stylist Kristal Jones, Fashion Fiend is destined to become the favorite boutique of Charlotte's style mavens and trendsetters. The store will carry a number of designer brands including Bronx, Naughty Monkey, Sergio Zelter, Lullabella and Roxbury. The boutique has a variety of styles for every budget, with stylish shoes ranging from \$50 to \$200 and handbags from \$40 to \$500.

Fashion Fiend shoppers will enjoy celebrity treatment and an unmatched shopping experience thanks to the boutique's world-class staff. From the red carpet entrance to the friendly fashion consultants on hand to offer assistance and expert advice, customers can feel free to relax and indulge. For customers who sign up online, Fashion Fiend offers exclusive, invite-only pampering parties, perfect for winding down in style with friends.

Kristal Jones, owner of Fashion Fiend is excited to bring her fashion-forward attitude and trendsetting sensibilities to the South. "I wanted to offer our clientele an alternative to the

warehouse style discount shopping that dominates the area,” says Jones. “While many of our items are high-fashion and high-end, we also have really great trendy merchandise for shoppers who want distinctive designs at affordable prices.”

Kristal Jones is a savvy entrepreneur and fashion industry expert. She’s worked as a model, fashion stylist and fashion show producer and brings a unique flair to the Charlotte retail market. In addition to an incredible selection of designer merchandise, Fashion Fiend customers will benefit from Jones’ years of experience and knowledge of fashion.

Visit Fashion Fiend November 17 – 25, 2007, for the store’s grand opening. Fashion Fiend is located at 10015 Weddington Road Extension, Concord, NC 28027. Regular store hours are from 11am – 8pm on Mon, Tues, Thurs., Fri. and Sat. and 1pm – 6pm on Sunday. The store is closed on Wednesday. Fashion Fiend is open until 10pm, for extended holiday hours, on Friday and Saturday for the remainder of 2007.

To view Fashion Fiend merchandise online or to place an order, visit [www.fashionfiend.net](http://www.fashionfiend.net). Shoppers who spend \$100 or more will get 15% off their next online purchase. Shipping is free and all orders are available for in-store pickup.

For more information, contact Tiffany Pryor at [tpryor@fashionfiend.net](mailto:tpryor@fashionfiend.net) or at (704) 979-FIEND. A list of winter fashion trends, courtesy of fashion expert Kristal Jones, is available to fashion editors upon request.

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